

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() SMART MEDIA GROUP	Rep Firm	
Advertiser	() DETROIT INTL BRIDGE		814 KING STREET - SUITE 200	Sales Office	() PHILADELPHIA
Product	order		ALEXANDRIA, VA 22314	Salesperson	() IAN AMBRON
Estimate#	910916	Agency C/P1/P2/E	DIBC/ORDR/910916		
Buyer	Julie Keane	Flight Dates	09/10/2012 - 09/16/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	12P-1P	NEWS	:30	\$450.00	09/10-09/10	2	1	2	\$900.00	
Rating: 4.7												
	2	W	12P-1P	NEWS	:30	\$450.00	09/12-09/12	2	1	2	\$900.00	
Rating: 4.7												
	3	TH	12P-1P	NEWS	:30	\$450.00	09/13-09/13	2	1	2	\$900.00	
Rating: 4.7												
	4	F	12P-1P	NEWS	:30	\$450.00	09/14-09/14	2	1	2	\$900.00	
Rating: 4.7												
	5	M	2P-3P	RACHEL RAY	:30	\$100.00	09/10-09/10	1	1	1	\$100.00	
Rating: 1.0												
	6	W	2P-3P	RACHEL RAY	:30	\$100.00	09/12-09/12	1	1	1	\$100.00	
Rating: 1.0												
	7	TH	2P-3P	RACHEL RAY	:30	\$100.00	09/13-09/13	1	1	1	\$100.00	
Rating: 1.0												
	8	F	2P-3P	RACHEL RAY	:30	\$100.00	09/14-09/14	1	1	1	\$100.00	
Rating: 1.0												
	9	M	3P-4P	DOCTORS	:30	\$100.00	09/10-09/10	2	1	2	\$200.00	
Rating: 1.1												
	10	W	3P-4P	DOCTORS	:30	\$100.00	09/12-09/12	2	1	2	\$200.00	
Rating: 1.1												

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---REPORT TOTALS---

Report Totals: 51 / \$25,900.00

---SALES MONTHLY TOTALS---

Sep 12: 51 / \$25,900.00

Sales Totals: 51 / \$25,900.00

Station Totals: 51 / \$25,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$73,705	CATV	0%	WOOD	35%	WOTV	0%	WWMT	20%	WXMI	16%
		WXSP	0%	WZPX	0%	WZZM	27%				

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE